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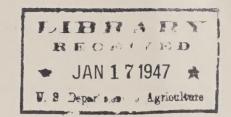
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62.04

SELMA GLADIOLUS GARDENS

Ira and Alice Mason Box III, Selma, California



Librarian

U. S. Department of Agriculture
Washington (25) D. C.

1947 PRICE LIST

SELMA GLADIOLUS GARDENS

Ira and Alice Mason

Box III, Selma, California

GLAD FANS:

We wish to thank the many who sent us orders last season, and especially those who took the time to write us their appreciation of the high crown bulbs they received and of the fine flowers they grew. It is these things that instill in us the desire to go ahead in spite of the handicaps of the times.

We like daffodils, iris, roses and other flowers but have decided to devote all our time and attention to Gladiolus, believing that with our favorable climate and soil conditions we can grow better bulbs by growing the one crop, and our bulbs speak for themselves.

VARIETY COMMENT

Though we grow most of the new originations as they come out we do not care to comment on them until we have grown them by the thousands.

It is unfair to judge a variety from flowers grown in a single locality. Soil, climate and growing conditions make one Glad and break another. Elizabeth the Queen, Golden State, Lavender Prince, Leading Lady, Minstrel, Purple Supreme, Silver Wings and Spotlight were outstanding as grown here.

We cannot speak too highly of the following varieties as grown here: Aladdin, Corona, Ethel Cave Cole, Greta Garbo, King Lear, Lady Jane, Lavender Ruffles, Margaret Beaton, Myrna, Rosa Van Lima and Wanda. We grow these varieties in large numbers for the Florists. Many others are worth while but these were the outstanding ones both from our conditions and Florist's favor. We did not mention reds, blues, smokies and other colors not because they do not grow well but they are not florist's colors. True, they will use a limited amount, and glad to get them, but not by the 100 dozen.

Many of the Gladiolus bulbs sold in the seed stores and 5 and dime are old bloomed bulbs whose lifetime of usefulness is about over. We sell only high crown young bulbs that have all their future left in them.

PREPAID 1947 PRICE LIST

· And the second	Per	Large I¼" up	Medium 34''-11/4''	Small 3%''-34''	Bul Per	blets
Aladdin, Ruffled deep salmon	3	\$.25	\$.15	\$.10	100	\$.50
Annamae, Pure white, wine red spot	2	.25	.15	.10		
Autumn Gold, Ruffled deep yellow	1	.25	.15	.10	10	.25
Badger Beauty, Lavender, cream throat		.20	.15	.10	10	.20
Barcarole, Ruffled light orange	3	.25	.15	.10		
Bagdad, Smoky old rose		.25	.15	.10	100	.15
Ballad, Light salmon rose, cream throat		.30	.20	.12	10	.30
Beacon, Scarlet, cream throat		.25	.15	.10	100	.25
Beltrami, Rose mulberry		.15	.10			
Bingo, Giant flesh rose, cream throat		.20	.15	.10	25	,20
Bit O' Heaven, Orange, tall growing		.25	.15	.10	100	.20
Black Opal, Deep red		.20	.12	.08	50	.25
Blaze (Lins), Intense scarlet red		.20	.12	.08	100	.25
Blue Beauty, Medium blue		.20	.12	.08	25	.15
Bolero, Ruffled orange, brown blotch		.20	.12	.08		*******
Buckeye Bronze, Smoky old rose		.35	.25	.15	*****	
Candy Heart, Flesh pink, scarlet blotch	3	.20	.15	.10	******	*******
Capeheart, Light salmon rose	3	.25	.20	.15		
Carillon, Light rose, cream throat	6	.25	.15	.10	100	.15
Cherry Jam, Deep salmon, cherry blotch	1	.60	.40	.25		*******
Colonial Maid, Tall light lavender	4	.25	.15	.10	100	.20
Corona, Creamy white, pink edge	2	.20	.12	.08	100	.50
Crinkle Cream, Light yellow	1	.50	.35	.25	10	.50
Debonair, Lafrance pink	4	.25	.15	.10	100	.15
Diane, Salmon orange	1	.15	.10	.07		******
Discovery, Light yellow, red throat	1	.40	.30	.20		
Dr. Whiteley, Apricot yellow	1	.25	.15	.10	10	.25
Early Rose, Rose, darker throat	. 4	.25	.15	.10	100	.20
Elizabeth The Queen, Ruffled lavender		.25	.20	.15	10	.25
Ethel Cave Cole, Light pink		.20	.15	.10	50	.25
Fair Angel, Creamy white		.20	.15	.10	10	.20
Francis M. Irwin, Lavender rose		.20	.15	.10	20	.15
General MacArthur, Tall giant pink		.15	.10	.07		H
Genghis Khan, Ruffled salmon pink, cream throat		1.50	1.00	.60	1	.15
Glamis, Ruffled rose, white throat	1	.20	.15	.10	10	.20
Gold Dust, Rich yellow	3	.25	.20	.15	100	.30
Golden State, Giant yellow, many open	F	.75	.50	.35	10	.75
Golden Teton, Large yellow, pink tinged		.15	.10	.07		
Greta Garbo, Blush white, cream throat		.25	.20	.15	50	.30
Heavenly White, Bluish white		.60 .60	.40	.25		******
Intruder, Giant red, many open		2.00		.23	******	********
Ivy Robertson, Light pink, yellow center		.40	.30	.20		******
Jalna, Smoky terra cotta			.20	.15		*******
Jeanie, Light rose, cream throat		.15	.10	.07		
Jules Amott, Velvety dragon red	- 1 1	.15	.10			
Kenwood, Pure red	. 1	.25	.20	.15		0
King Bee, Salmon scarlet		.15	.10	.07	*****	
King Lear, Deep reddish purple	3	.20	.12	.08	100	.20

King William, Salmon, cream throat
Lady Jane, Cream, yellow lips
Lavender & Gold, Lavender, yellow throat
Lavender Ruffles, Ruffled lavender
Leading Lady, Cream white
Legend, Pink with white throat
Magnolia, Light rose
Margaret Beaton, white, red throat
Margaret Fulton, Rich salmon
Marguerite, Pink, cream throat
Marimba, Light buff
Marsaillaise, Giant deep scarlet
Master Myron, Large light red
Milford, Light blue
Miss Bloomington, Early yellow
Mother Kadel, Medium yellow
Myrna, Ruffled white
Ogarita, Rose salmon, cream throat
Ohio Nonpareil, Giant scarlet red
Oregon Gold, Light yellow
Oregon Red, Giant bright scarlet red
Oregon Rose, Rose pink
Oriental Pearl, Giant cream
Pacifica, Creamy white
Paradise, Ruffled apricot
Parnassus, Deep purple
Peggy Lou, Deep pink
Pelegrina, Very dark violet blue
Phoebe, Giant salmon pink
Picardy, Salmon
Pink Paragon, Bright pure pink
Pink Radiance, Light silvery pink
Purple Supreme, Tall purple
Queen Of Bremen, Small lavender
R B, Henna on old rose base
Red Beauty, Scarlet red
Red Charm, Medium dark red
Rima, Light lilac rose
Rio Rita, Giant orange
Rocket, Light red
Roman Gold, Orange and gold
Rosa Van Lima, Apple blossom pink
Rosea, Light rose
Rose Delight, Bright ruffled rose
Sensation, Giant salmon rose
Silver Sword, Giant white
Silver Wings (P39), Giant white
Snow Princess, White
Spotlight, Deep yellow, red throat
Stella Antisdale, Giant light pink
Siena Annisuale, Giani light pink

PRICE LIST

PREPAID 1947 PRICE LIST

PRICE LIST					
Per	Large 11/4'' up	Medium 3/4''-11/4''	Small 3/8''-3/4''	Bul Per	blets
2	\$.25	\$.20	\$.15		\$
2	.25	.20	.15	50	.25
1	.25	.20	.15		
3	.25	.20	.15	100	.30
1	.40	.25	.15	10	.40
1	.20	.15	.10		
. 5	.25	.15	.08	100	.15
3	.25	.15	.10	100	.30
5	.25	.15	.08	100	
				100	.15
. 1	.15	.10	.08		
	.20	.15	.10		
	.30	.20	.15		*
. 1	.15	.10	.07		******
3	.25	.15	.10	*****	
3	.25	.15	.10		
2	.25	.15	.10	50	.25
3	.25	.20	.15	100	.35
1	.20	.15	.10	*****	
. 1	.20	.15	.10		
. 1	.20	.15	.10		44
. 1	.35	.25	.15		******
. 1	.15	.10	.07		
. 1	5.00	4.00			
. 2	.25	.15	.10	50	.25
. 2	.20	.15	.10		
. 2	.20	.15	.10	*****	
3	.20	.12	.08	100	.20
. 3	.25	.15	.10	100	.30
. 1	.60	.40	.25		
3	.20	.12	.08	100	.20
_	.20 .15	.15	.10 .07	*****	
. 1	.40	.30	.20	******	*******
. 6	.25	.15	.10	100	.15
. 1	.15	.10	.07		********
. 5	.25	.15	.10	100	.15
. 1	.20	.15	.10		*****
. 2	.25	.15	.10		*******
1	.25	.20	.15		
5	.25	.15	.10	100	.15
. 5	.25	.15	.10	100	.15
3	.25	.15	.10	100	.30
. 1	.60	.40	.25		
5	.25	.15	.10	100	.20
. 2	.25	.20	.15		
3	25	.15	.10		
. 1	.20 3.00	.15 2.00	.10 1.50		
1	.25	.20	.15	100	.30
1	1.25	1.00	.75	,00	
. 1	.15	.10	.07	******	

	Per	Large 11/4'' up	Medium 3/4''-11/4''	Small 3/8''-3/4''	Per	ılblets
Stoplight, Bright ruffled red		\$.15	\$.10	\$.07		\$
Surfside, Ruffled white	3	.25	.15	.10		
Susquehana, Peach buff, cream throat	1	.25	.20	.15		*******
Treasury Gold, Golden salmon	2	.25	.15	.10		
Tunia's Mahomet, Giant smoky	1	1.25	1.00	.75		
Vagabond Prince, Garnet brown	5	.25	.15	.10	100	.20
Vangold, Early deep yellow	1	.60	.40	.25		
Veecream, Cream, scarlet throat	2	.25	.20	.15		*******
Wanda, Large cream	3	.25	.15	.10	100	.30
White Gold, Giant cream	1	.20	.15	.10	10	.20
Wings Of Song, Pink, blue smoky tints	2	.20	.15	.10		
Winston, Ruffled cream	1	.15	.10	.07		
Zuni, Ruffled smoky	2	.20	.15	.10		

WHOLESALE PRICES per 100 F. O. B. Selma, California

All first year bulbs. Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate. No discount.

	Large	Medium	Small	Bull Per	blets
Bagdad	\$3.60	\$2.40	\$1.80	Qt.	\$2.00
Black Opal	5.50	4.00	2.80	Qt.	5.00
Carillon	3.60	2.40	1.80	Qt.	2.00
Colonial Maid	4.50	3.00	2.00	Qt.	3.50
Ethel Cave Cole	6.50	4.50	3.50		
Greta Garbo	7.20	5.00	3.80		
Lavender Ruffles	5.50	4.00	2.80		*******
Margaret Beaton	5.50	4.00	2.80	Qt.	6.00
Margaret Fulton	3.60	2.40	1.80	Qt.	2.00
Myrna	6.50	4.50	3.50		**-*
Peggy Lou	4.50	3.00	2.00	Qt.	4.00
Picardy	4.50	3.00	2.00	Qt.	3.00
Queen Of Bremen	2.70	1.40	1.00	Qt.	1.50
Rocket	4.00	3.00	2.00	Qt.	2.50
Roman Gold	3.60	2.40	1.80	Qt.	2.00
Rosa Van Lima	5.50	4.00	2.00		*******
Rose Delight	3.60	2.40	1.80	Qt.	2.50
Snow Princess	5.50	4.20	2.50	Qt.	4.00
Vagabond Prince	3.50	2.30	1.70	Qt.	2.00
Wanda	5.50	4.20	2.50	Qt.	4.00
Mixed	4.00	2.80	1.80	Qt.	1.50

Write for quotations on larger quantities.

1947 PRICE LIST

SELMA GLADIOLUS GARDENS

Ira and Alice Mason
P. O. Box III Selma, California

Young Gladiolus Bulbs our specialty. All bulbs listed are first year from bulblets, even our jumbo sizes. Grown with controlled moisture in sandy loam soil, new each year. We grow every bulb we sell.

SPECIAL SIZES—For those who grow for the shows, or otherwise desire outstanding blooms, we can supply jumbo size (over 2 inches) for 50% over list price for large.

TERMS—Cash or 25% with order, balance C. O. D. We ship at date you request. We do not substitute without your permission. All orders are subject to prior sale.

DISCOUNT—10% on orders \$3.00 to \$10.00
15% on orders \$10.00 to \$30.00
20% on orders over \$30.00
No discount on wholesale orders.

It is our intention to send out only healthy bulbs true to name, but no guarantee of growth or satisfaction is implied in the sale, nor will we be responsible for the crop.

California State Inspected-Nursery License No. 226 All California sales add 21/2% for tax.

GROWING HINTS

Gladiolus are easy to grow, much easier than most plants. They can be planted in rotation to lengthen the flower season, or large, medium and small planted at the same time, the large blooming first.

Plant about five inches deep, better too deep than too shallow, four to six inches apart in single or staggered rows. Good large bulbs do not require much fertilizer, a little as spike begins to form will make for longer head. Not much danger of too much water, if your soil is well drained. Full sun is best.

They have their pests as do all plants, the thrips being the worse. Prevention is better than cure. 3% DDT dust with us is very effective. It is cheap and easily applied. Some use the DDT spray. The older Tartar Emetic is the standby of many.

Care for your plants about two months after blooming to mature the bulbs. After digging let dry until the old bulb parts readily from the new, clean, dust well with 1% to 5% DDT dust, store in a cool dry place until planting time. DDT is death to thrips, they do not have to eat it, just walk over it, it gets them as they hatch. It is claimed that DDT dust is superior to Napthalene flakes as it can be left on until planting time and will not injure the new rootlets as they form. We dust all bulbs with 3% DDT dust and soak the bulbs just before planting in a solution of a tablespoon of Lysol to one gallon of water for six hours. We advise everyone to do the same whether the bulbs have been previously treated or not.

JOIN A GLADIOLUS SOCIETY

The New England Gladiolus Society while sectional in name is not only nation wide but world wide. For \$2.00 per year you get the annual Year Book of about 200 pages well bound and six magazines during the year. These are filled with latest news on growing, hybridizing, new varieties, etc. Well worth the money. Send the \$2.00 to the Secretary, Alvin K. Parker, Box 2, Norwood, Mass., or include it in your order and we will send it in.

Many of the State Societies are affiliated with the New England Gladiolus Society and get special rate. In that case send the money for the combination to the State Society Secretary.

CALIFORNIANS ATTENTION: A new Society in Southern California has lately been organized. The Charter Membership Roll is being held open until January 1, 1947. It is affiliated with the New England Gladiolus Society and the combined membership dues are \$2.50. Send to the Secretary, Mrs. A. M. Smith, 320 Windsor Road, Glendale, California.

Northern California has a Society at Sacramento, dues \$1.00 a year. Secretary Mrs. George J. Williams, Route 9, Box 3289, Sacramento, California.

Gladiolus Popularity Chart

Compliments of

Selma Gladiolus Gardens

Ira and Alice Mason

Box III

Selma, California

GLADIOLUS POPULARITY CHART

SELMA GLADIOLUS GARDENS

Ira and Alice Mason

	Tra and Alice Mason								
SIZE		ORIGINATOR	₹ F	BLOOMING	GROWING	BLUE RI	IN		NDING
COLOR	VARIETY	INTRODUCTIO	N	DATES	ABB	1944	1945	1944	1945
507	Corona	Palmer	'40	3	ABB	47	27	1	2
401	Margaret Beaton	Twomey	′37	3			54	4	3
530	Picardy	Palmer	'31	4	ABB	57		3	4
436	Beacon	Palmer	′35	4	BBB	14	16		
506	White Gold	Scheer	'41	2	ABC	16	30	10	5
470	King Lear	Palmer	'38	3	AAB	46	34	2	6
400	Snow Princess	Pfitzer	′39	3	BBB	12	15	16	7
440	Rosa Van Lima	Pfitzer	'40	3	BBB	22	17	12	8
454	Black Opal	Errey	′36	4	BAA	29	19	8	9
506	Leading Lady	Johnston	'42	3	AAB	33	43	20	10
532	Aladdin	Palmer	′ 38	3	CBA	25	13	9	11
476	Blue Beauty	Pfitzer	′37	3	BBB	28	39	11	12
440	Ethel-Cove-Cole	Cave	'41	2	BAA	12	28	26	13
400	Maid of Orleans	Pfitzer	[′] 32	3	BBB	8	8	6	14
400	Myrna	Pruitt	′39	3	BBA	33	44	7	15
566	Elizabeth the Queen	White	'41	3	BBB	28	38	27	16
440	Greta Garbo	Pfitzer	′37	3	ABB	24	23	15	17
436	Algonquin	Palmer	′39	3	BBA	49	43	22	18
390	Vagabond Prince	Palmer	'34	3	ABA	38	33	17	19
366	Badger Beauty	Krueger	'41	3	BAB	14	13	45	20
554	Rewi Fallu	Fallu	[′] 35	4		18	12	25	21
406	Shirley Temple	Pruitt	′ 37	5		8	8	13	22
442	Peggy Lou	Wilson	′38	4	BAB	10	9	18	23
406	Lady Jane	Lake	'41	3	BBB	18	24	24	24
470	Purple Supreme	Wilson	'42	3	AAA	14		63	25
378	Pelegrina	Pfitzer	′33	3	, , , , ,	6	5	30	26
452	Red Charm	Butt	′39	3	BBA	31	38	48	27
452	Stoplight	Lins	'42	3	BBB	11	30	49	28
560	Sensation	Marshall	′39	5	AAB	9	4	23	29
410	Oregon Gold	Majeski	'41	4	BAA	á	,	43	30
424	Barcarole	Palmer	'37	6	BBB	6	6	14	31
462	Burma	Palmer	'43	3	BBB	10	16	65	32
312	Mother Kadel	Kadel	'41	3	BBB	15	20	44	33
430	King William	Schenetsky	40	3	BBB		12		34
401	Silentium	Pfitzer	41	3	DDD	15 6	12	75 81	35
466	Minuet	Coleman	′22	5		22	26	21	
332	Margaret Fulton		[′] 32	2		12	25		36
320	Bit o' Heaven	Ogrodnichek Crow	^{'37}	3	DAA			28	37
430	Glamis	Palmer	40	4	BAA BBB	17	22	37	38
			40			10	8	35	39
580	High Finance	Wilson		4	BAA		8	72	40
406	Winston	Palmer	′41	2	BBB		3	36	41
500	Silver Wings (P39)	Ritsema	'43	4	AAA		9		42
480	Bagdad	Palmer	′30	3	BBB	3	15	38	43
424	Coral Glow	Ellis	′37	3		11		19	44
400	Surfside	Winsor	′37	4		11	13	29	45
430	Jeanie	Pruitt	'41	3	AAB	8	11	46	46
341	Camellia	Palmer	^{'37}	4		3	7	31	47
533	Marguerite	Pomert	′39	4	AAB	10		50	48
366	Lavender Ruffles	Wilson	′39		CBB		5		49
454	Mohawk	Stevens	' 40	3	AAA	11	4	76	50

GLADIOLUS POPULARITY CHART

NEW INTRODUCTIONS

	SIZE AND COLOR	VARIETY	ORIGINATOR	BLOOMING DATE	GROWING HABITS	BLU! RIBBO 1944			
				ED IN 1942					
	506	*Leading Lady	Johnston	3	AAB	33	43		
		*Purple Supreme	Wilson	3	AAA	14	13		
		*Stoplight	Lins	3	BBB	11	8		
	532	Ogarita	Wilson	3	AAB	10	7		
	541		Rich	2	AAB	12	18		
	480	Big Top	Willson	3	AAD	10	13		
		Buckeye Bronze		3					
	570	Parnassus	Ristow	2	DDD	19	4		
	470	Vulcan	Stevens	3	BBB	4	9		
9	512	Golden State	Wheeler	3	AAA	4	6		
	460	Ballad	Palmer		BBB				
	77.			ED IN 1943					
		*Burma	Palmer	3	BBB	10	16		
		*Silver Wings (P39)	Ritsema	4	AAA				
	420	Lantana	Palmer	2	CAB		6		
	460	Miss Wisconsin	Krueger	4	BBB		16		
	516	Dr. Whiteley	Riley	2	BBB	3	3		
	530	Bengasi	Cave		AAA	6			
	536	Southern Drama	Wilson	2	AAB		5		
	530	Eglantine	Scheer	3	BBB	4	4		
	580	Flying Fortress	Wilson	4	AAA	6			
	412	Autumn Gold	Fischer	5	CBB				
			INTRODUC	ED IN 1944					
	413	Spotlight	Palmer		ABB	4	5		
	400	Casablanca	Majeski		ABB		5		
	441	Connecticut Yankee	Schenetsky	3	AAB				
	466	Lavender Prince	Arenius	3	ABB				
	541	Mystery	Stinson	3	AAB	3	7		
	550	Intruder	Graff	4	ABA	3	3		
	450	Hawkeye Red	Heaton	3			3		
	566	Rose O'Day	Fischer	3	AAA		7		
	543	Summer Gal	Zimmer		ABA		4		
	566	Minstrel	Palmer	3	AAB		3		
	INTRODUCED IN 1945								
	442	Cover Girl	LaSalle		AAA		4		
	532	Pioneer	LaSalle		BAB		3		
	462	Fuchsia Belle	Almey	4	AAA				
	352	Rosy Red	Knight						
	452	Dieppe	Hassel		BBB				
	466	Huntress	Jack	2	BBB				
	501	Exclusive	Krueger						
	552	Red Rascal	Graft	3					
	440	True Love	Klein						
	540	Miss Vermont	Hatch		ABA				

^{*—}Entered in main symposium.

Note—The above varieties are not necessarily our choice, but were chosen mathematically according to number of times listed in catalogues.

GLADIOLUS POPULARITY CHART

The code number in the first column has been compiled according to the size and color classification adopted at the Pittsburgh National Gladiolus Conference of 1944. The first digit of the code number represents size, the last two denote the color class.

SIZES

Medium Glads	300	above	3 1/4	inches	through	41/4	inches
Large Glads	400	above	41/4	inches	through	51/2	inches
Giant Glads	500	above	5½ i	nches			

COLOR

00	White without marking	41	Pink (light) with marking
01	White with marking	42	Pink (deep)
06	Cream	43	Pink (deep) with marking
10	Yellow without marking	50	Red (light)
11	Yellow with marking	52	Red (deep)
12	Yellow (deep)	54	Red (black)
16	Buff	60	Rose (light)
20	Orange (light)	62	Rose (deep)
22	Orange (deep)	66	Lavender
24	Orange (Red)	70	Purple
30	Salmon (light)	76	Violet (light)
32	Salmon (deep)	78	Violet (deep)
33	Salmon (deep) with marking	80	Smoky
36	Scarlet	90	any other color
40	Pink (light)		

VARIETIES

The names of the varieties are arranged in this chart according to the number of times listed in the catalogs of growers and dealers of Gladiolus bulbs in the U. S. and Canada.

BLOOMING DATES

The number of growing days from planting to blooming varies with the season and locality. Medium size bulbs usually require 5 to 7 days longer to bloom than large bulbs.

KEY

1—extra early less than 69 days	5—late midseason 100 to 109 days
2—early 70 to 79 days	6—late 110 to 119 days
3—early midseason 80 to 89 days	7—very late over 120 days
1 midsesson 00 to 00 days	

GROWING HABITS

The growth of varieties of Gladiolus varies greatly in different soils and climates. We are listing according to the evidence we have at hand. We use a symbol to designate the physical characteristics of the plant, the first three letters of the alphabet A B C in combination. The first letter for height A extra tall, B tall, C medium. The second letter indicates the length of flower head; A being very long 20 buds or over; B long 16 to 19; C medium 15 or less. The third letter indicates greatest number open at one time; A very many 9 or over; B, 6 to 8; C, 5 or less.

Thus ABC would indicate a variety that grew very tall had a moderately long flower head, but did not open more than five at a time.

STANDING

Column eight gives the rank of the variety in the 1945 Popularity Chart while column nine gives it in this. This with the record of blue ribbon winnings does to a certain extent indicate whether a variety is gaining or losing in popular favor.

We would appreciate it if you would report any errors found, and welcome suggestions for the improvement of this chart.

Sept. 1946